

## ORDER



WAVY

**Orders**  
**Order / Rev:** 197363  
**Alt Order #:** 06840155  
**Product Desc:** 8/9-8/14 AMER. FOR PROSPERITY  
**Estimate:** 288  
**Flight Dates:** 08/09/12 - 08/14/12  
**Original Date / Rev:** 08/09/12 / 08/10/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Americans For Prosperity  
**Demographic:** A50+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN15077/IN15162/SP9358  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$49,700.00	\$42,245.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$49,700.00	\$42,245.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$49,700.00</b>	<b>\$42,245.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/10/12	08/12/12	Olympic Prime Olympic Prime	CM	Olympic Prime	----FSS	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
2012 SUMMER OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----FSS					1	\$5,000.00		0.00			
E 2	WAVY	08/11/12	08/12/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-	-----SS	:30	2	\$1,600.00	P1	0.00	NM	2	\$3,200.00
2012 SUMMER OLYMPICS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----SS					2	\$1,600.00		0.00			
N 3	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	\$400.00	P1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					2	\$400.00		0.00			
N 4	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					2	\$800.00		0.00			
N 5	WAVY	08/11/12	08/11/12	Olympics Sat Today Olympic Sat Today	CM	Olympic Sat Today-	-----S-	:30	4	\$1,200.00	P1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					4	\$1,200.00		0.00			
N 6	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00

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 Product Desc: 8/9-8/14 AMER. FOR PROSPERITY  
 Estimate: 288  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		2		\$500.00	0.00					
N 7	WAVY	08/12/12	08/12/12	WAVY News 10 Sunday 6a WAVY News 10 Sunday 6a	CM	6a-7a -----S	:30	2	\$400.00	P1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S		2		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NAVY	08/06/12-08/12/12	WAVY News 10 Sunday 6a			6a-7a	-----Su	:30	<del>(\$400.00)</del>		0.00	NM		
	See MG 7.3,7.4,7.5,7.6													
	[N/A]													
2	NAVY	08/06/12-08/12/12	WAVY News 10 Sunday 6a			6a-7a	-----Su	:30	<del>(\$400.00)</del>		0.00	NM		
	See MG 7.3,7.4,7.5,7.6													
	[N/A]													
3	NAVY	08/13/12-08/14/12	M-F 2-3p			2-3p	MT-----	:30	\$200.00		0.00	NM		
	Ⓜ MG for 7.2,7.1													
	[Makegood]													
4	NAVY	08/13/12-08/14/12	M-F 2-3p			2-3p	MT-----	:30	\$200.00		0.00	NM		
	Ⓜ MG for 7.2,7.1													
	[Makegood]													
5	NAVY	08/13/12-08/14/12	M-F 2-3p			2-3p	MT-----	:30	\$200.00		0.00	NM		
	Ⓜ MG for 7.2,7.1													
	[Makegood]													
6	NAVY	08/13/12-08/14/12	M-F 2-3p			2-3p	MT-----	:30	\$200.00		0.00	NM		
	Ⓜ MG for 7.2,7.1													
	[Makegood]													
N 8	WAVY	08/12/12	08/12/12	Olympic Daytime WKND Olympic Daytime WKND	CM	Olympic Daytime V-----S	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
	2012 SUMMER OLYMPICS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S		1		\$1,600.00	0.00					
N 9	WAVY	08/12/12	08/12/12	Meet the Press Meet the Press	CM	9a-10a -----S	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S		2		\$1,200.00	0.00					
N 10	WAVY	08/12/12	08/12/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S		2		\$500.00	0.00					
N 11	WAVY	08/13/12	08/14/12	Today Show 2 Today Show 2	CM	9a-10a MT-----	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	MT-----		4		\$500.00	0.00					
N 12	WAVY	08/13/12	08/14/12	Today Show 3 Today Show 3	CM	10a-11a MT-----	:30	4	\$400.00	P1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	MT-----		4		\$400.00	0.00					
N 13	WAVY	08/13/12	08/14/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p MT-----	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	MT-----		4		\$250.00	0.00					
N 14	WAVY	08/13/12	08/14/12	M-F 4-5p M-F 4-5p	CM	4p-5p MT-----	:30	4	\$400.00	P2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	MT-----		4		\$400.00	0.00					
N 15	WAVY	08/13/12	08/14/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p MT-----	:30	2	\$1,500.00	P1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
	Week:	08/13/12	08/19/12	MT-----		2		\$1,500.00	0.00					

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 Estimate: 288  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N16	WAVY	08/13/12	08/14/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p MT-----	:30	3	\$1,500.00	P1	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		3		\$1,500.00		0.00			
N17	WAVY	08/13/12	08/14/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p MT-----	:30	2	\$1,800.00	P1	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2		\$1,800.00		0.00			
N18	WAVY	08/13/12	08/14/12	NBC Nightly News WKD NBC Nightly News	CM	630p-7p MT-----	:30	2	\$2,500.00	P1	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2		\$2,500.00		0.00			
N19	WAVY	08/13/12	08/14/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a MT-----	:30	4	\$400.00	P2	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		4		\$400.00		0.00			
N20	WAVY	08/13/12	08/14/12	LN M-F M-F News 10 @11	CM	11p-1130p MT-----	:30	2	\$1,800.00	P1	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2		\$1,800.00		0.00			
											Totals	53	\$49,700.00